



Sponsorships and Grants

Grandmothers to Grandmothers Campaign Call Summary Notes - September 19, 2019

Grandmothers groups represented on the call:

Alberta:	Eastside Grannies, The GANG
Atlantic:	The Bay Grandmothers
British Columbia:	Nelson Grans to Grans
Ontario:	Grassroot Grannies, One World Grannies, 4Gs, Brookbanks for African Grannies, Grandmothers Partnering with Africa.
Quebec:	Grannies Aid for Africa
Saskatchewan:	G4G Saskatoon

The September call looked at the different grant and sponsorship opportunities Grandmothers Groups have explored to receive funding for their events.

New Horizons for Seniors Grant (NHSP)

[The New Horizons for Seniors Program](#) (NHSP) is a federal grants and contributions program that supports projects designed by and for seniors who make a difference in the lives of others and their communities. Through the NHSP, the Government of Canada encourages seniors to share their knowledge, skills and experiences to the benefit of others.

The New Horizons website provides resources to help in the application process. There is a [video](#) that walks you through how to apply for funding.

A few things to keep in mind as you consider applying for this grant;

- Think of an activity that will engage and energize the group to participate.
- The group has got to be prepared to carry out the activity once the grant is approved.
- Completing the application takes time. Having a second pair of eyes is always helpful
- The GANG in Alberta got in touch with their local MP's office and they were a good resource
- You can also join the distribution list and this will provide updates on the application.

If you would like to be in touch with groups that have completed the NHSP application before, email campaign@stephenlewisfoundation.org for details.

Corporate Sponsorships

Local businesses are often willing to sponsor community fundraising efforts in exchange for displaying their logo and thus giving them advertising. The Grassroot Grannies ride to turn the tide gets sponsored by a number of community businesses. Some groups recommended first trying to use existing connections for business donations, i.e. your former employer, a family or friend's employer, or a business which you have seen be a sponsor for other non-profit initiatives before.

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Even though local businesses will not receive a tax receipt from the Foundation, we can offer an Unofficial Acknowledgement. This is a letter that they can use when filling their taxes and wish to deduct their donation as a business expense.

Sponsorship in Kind

Another kind of sponsorship is space, time or labour volunteered by the community. This could be storage space for art or fabric before a sale, it could be volunteers that help with set up and take down during events and so forth. The Grandmothers Campaign Team is always happy to write a letter of thanks to individuals or businesses that provide sponsorships or gifts in kind to recognize their generosity.

Retirement Homes

A grandmothers group is a demographic that is of great interest to companies that provide retirement living options. Four major companies in the GTA are Delmanor, Chartwell, Amica and Revera. Groups in the GTA have reached out to the Corporate Manager of Outreach in the Community, and have partnered with her on many occasions. She provides desserts for events and she attends the event. She displays her company banner and signage indicating that she sponsored the light refreshments. She interacts with the attendees and shares some literature with them about Delmanor. At the Regional Gathering, she also provided Delmanor pens at the tables. She has also donated a silent auction gift bag containing promotional products, such as an insulated coffee mug, lint brush, hot/cold therapy pack, pen, notepad, battery operated light and a portable shopping tote. Delmanor has offered the use of their space free of charge for any event or even a monthly meeting for the group. The Grandmothers Group has been invited to participate in their Holiday Markets which provides an opportunity to promote the SLF and the G2G Campaign.

The Gugu Gogos in Toronto have also been invited to give a talk to the residents about the Foundation and its work. The staff post flyers of the G2G events and encourage the residents to attend.

The Ottawa Regional Gathering was sponsored by Chartwell. They donated \$1000 to cover the cost of light morning refreshments and a catered lunch. Chartwell also provided each attendee with a journal book and pen. Partnerships with privately operated retirement homes are very beneficial to both parties. All sponsors are acknowledged in the program and personally thanked for their support. This gesture builds a relationship and encourages future collaborations.

Publishing Companies

The Gugu Gogos partner with Penguin Random House Canada in order to sponsor author events. They like to select African authors in order to deepen understanding of the 15 sub-Saharan countries supported by SLF. They have opened a wholesale account with several publishing

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companies. They offer them a 40-50% discount and free shipping. This partnership affords them an opportunity to make money from the book sales at events.

The Apple Route Grannies in Brighton, ON partnered with a local book store for an Author's night and the book store invited an Author to speak to the group.

Family, friends and Group members that are part of other social justice/community groups might also know of some sponsorship/grant opportunities that you could tap into.

Research companies whose mission statement is aligned with the goals of your fundraising event. Companies are more likely to sponsor or donate to our cause if they derive benefit from the collaboration.

Check with your local **municipality or town**. They may have funding opportunities open to seniors or community groups.

SLF RESOURCES

The SLF is able to provide a fundraising letter that has got our charitable registration number and that lets possible sponsors know that we are aware and in support of your fundraising activities.

We are also happy to help with any language about the SLF and the Campaign that you might need.

Thank you for a great call everyone!

Join us for the **October Campaign Call on Thursday, October 17 at 12:30pm ET** to share tips and best practices on **speaking publicly and giving presentations about the Grandmothers Campaign**.

Contact the Grandmothers Campaign team at campaign@stephenlewisfoundation.org for conference call dial-in details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>